

## **Historic, Archive Document**

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THE PINTO TAG NURSERY

# DEL RANCHO FORTUNA

T. A. SAND, Owner

(Your name and address here)

P. O. BOX 548

McFARLAND, CALIF.

Phone McFarland 81-W



Member: California Association of Nurserymen, American Association of Nurserymen



Located one mile south and two miles east of McFarland, Kern, County, California.

560 Acres of Virgin Soil devoted exclusively to the WHOLE-SALE growing of NURSERY STOCK for the RETAIL NURSERYMAN.

## Wholesale Price and Order List To the Nursery Trade Only FOR FALL 1948 AND SPRING 1949

No Adjustments Considered Unless Claim Made Within 5 Days from Receipt of Merchandise

All prices quoted F.O.B. Nursery. Packing or delivery at cost. All trees are sold in units of 10.

All grape vines in units of 50 except where otherwise specified.

Orders Accepted Only From Licensed Nurserymen

Terms: 20% With the Order  
Balance Net, 30 Days After Delivery

No order is too small. We give every consideration and courtesy to each order as it is received.

SIZE	Height Caliper In Units of 10	Jumbo ¾ to 1 .50	6-8' ¾ to ¾ .45	4-6' ½ to ¾ .40	3-4' ¾ to ½ .35	AMT.
PEACH ON PEACH HOME ORCHARD & SHIPPING VARIETIES						
Afterglow						
Alexander						
Babcock						
Curry						
Elberta						
Fay Elberta						
Florence						
Golden East						
Golden Jubilee						

SIZE	Height Caliper In Units of 10	Jumbo ¾ to 1 .50	6-8' ¾ to ¾ .45	4-6' ½ to ¾ .40	3-4' ¾ to ½ .35	AMT.
Hale Haven						
Indian Free						
J. H. Hale						
Kim Elberta (Early)						
Krummell						
Rio Oso Gem (Pat. No. 84)						
Lovell						
Mayflower						
Miller's Late						
Muir						
Red Haven						
Salway						
Strawberry Free						

SIZE		Height Caliper	JUMBO 3/4 to 1	6-8' 5/8 to 3/4	4-6' 1/2 to 5/8	3-4' 3/4 to 1 1/2	AMT.
Price	Per Tree		.50	.45	.40	.35	
<b>CANNING CLINGS PEACH ON PEACH</b>							
Andora							
Carolyn							
Corona							
Cortez							
Fortuna							
Halford No. 2							
Orange Cling							
Palora							
Peak							
Phillips							
Red Bird							
Sims							
Strawberry Cl.							
White Heath							
<b>NECTARINE ON PEACH</b>							
Goldmine							
Gower							
John Rivers							
Quetta							
Stanwick							
<b>APRICOT ON APRICOT</b>							
Blenheim							
Moorpark							
Newcastle							
Perfection							
Routiers							
Royal							
Ryland							
Tilton							
<b>APRICOT ON MARIANA</b>							
			.55	.50	.45	.40	
Blenheim							
Moorpark							
Newcastle							
Royal							
Tilton							
<b>ALMOND ON PEACH</b>							
			.50	.45	.40	.35	
Drake							
I X L							
Jordanolo							
Ne Plus Ultra							
Nonpareil							
Texas							
<b>ALMOND ON ALMOND</b>							
			.55	.50	.45	.40	
Nonpareil							
Texas							
<b>PLUMS ON MARIANA</b>							
Beauty							
Becky Smith							

SIZE		Height Caliper	JUMBO 3/4 to 1	6-8' 5/8 to 3/4	4-6' 1/2 to 5/8	3-4' 3/4 to 1 1/2	AMT.
Price	Per Tree		.55	.50	.45	.40	
<b>PLUMS ON MARIANA—CONT.</b>							
Damson							
Duarte							
Grand Duke							
Green Gage							
Hollywood							
Kelsey							
Late Santa Rosa							
President							
Pruns Simoni							
Santa Rosa							
Satsuma							
Tragedy							
Wickson							
<b>PRUNES ON MARIANA</b>							
Silver							
Sugar							
Standard							
X X Prune							
<b>PRUNES ON MYRO 2-9</b>							
Burton							
Early Italian							
French							
Imperial							
Italian							
Robe De Sargent							
X X Prune							
<b>APPLES</b>							
D'ble Red Delicious							
Gravenstein							
Jonathan							
Mammoth Blk. Twig							
Red Astrachan							
Red Delicious							
Red June							
Staymen Winesap							
Yellow Transparent							
W. Astrachan							
Winter Banana							
W. W. Pearmain							
Yellow Bellfleur							
Yellow Delicious							
Y. N. Pippin							
<b>CRAB APPLES</b>							
Red Siberian							
Transcendent							
Yellow Siberian							
<b>PEARS</b>							
Anjou							
Bartlett							
Beurre Hardy							
Comice							
Seckel							
Winter Nelis							

# HERE IT IS

## THE ORDER FORM WHICH MAKES MONEY FOR YOU

(SEE OTHER SIDE FOR FURTHER DETAILS)

ORDER NO. .... DATE ..... 19.... SHIP TO ..... Customer's Name ..... ST. Address ..... City                      State                      County  <div style="text-align: center;"><b>ORDERED BY</b></div> ..... Your Name ..... Address	<b>DEL RANCHO FORTUNA</b> <b>P. O. Box 584</b> <b>McFarland, Calif.</b>  Amt. Enclosed    \$ .....  Chg. My Account ..... (If Credit Is Established)
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Quantity	Variety—Order from Our Standard Price List

## DEL RANCHO FORTUNA STAFF

### OUR POLICY

**We sell 100% wholesale to licensed nurserymen. We never put retail salesmen in your territory to compete with you—nor do we sell to your competitors for less.**

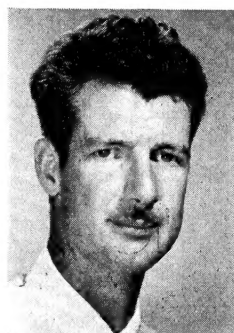
**Our unit price is the same for one or 10,000 trees.**



**VIRGIL CRIFE**  
Sales Manager



**BILL DAVIES**  
Mail Order Manager



**HAROLD MARTIN**  
Office Manager



**TOM SAND**  
Owner

## DEL RANCHO FORTUNA

**McFarland, Calif.**  
**P. O. Box 548**  
**Phone: McFarland 81-W**

Something **NEW** in Merchandising

# A MONEY MAKING OPPORTUNITY

**NEVER BEFORE OFFERED NURSERYMEN**

## PACKAGED NURSERY STOCK

Del Rancho Fortuna is now offering you the opportunity of selling your customers from a selection of more than 175 Varieties of Trees and Vines (whether you have them in stock or not). How? Our **PACKAGED NURSERY STOCK PLAN** allows you to fill out an order blank—listing the number and variety of trees (even one, if that is all that is ordered) and mail it to us. We package and ship postpaid, at one flat price per tree, to your customer. You handle nothing—only the money. You make a good profit and we guarantee delivery to your customer, postpaid.

## HOW IT WORKS

When you return the order blanks we will ship postpaid to your customer immediately. One flat wholesale price will be set per tree. You may set your flat retail price accordingly. Mail the money to us (or charge if your credit is established) and for the one flat price we ship, postpaid—immediately—to your customer. The only trouble involved is filling in the order blanks and picking up the money on these extra sales.

**We Sell Wholesale Only to Licensed Nurserymen**

**You REALLY Make MONEY With Our Package Plan**

1. Reduces Your Inventory
2. Eliminates Loss on Unsold Trees
3. Increases Your Customers' Purchases
4. Creates Goodwill
5. Eliminates Your Risk
6. Holds Your Customers in Your Nursery

# YOU CAN'T LOSE

**Write, Wire or Phone for Order Blanks and Complete Information**

**(SEE OTHER SIDE FOR FURTHER DETAILS)**

## **The Pinto Tag Fruit Tree Nursery DEL RANCHO FORTUNA**

T. A. Sand, Owner  
P. O. Box 548 Telephone 81-W  
McFARLAND, CALIF.

Located One Mile South and Two Miles East of McFarland, Kern County, California

560 Acres of Virgin Soil devoted exclusively to the

WHOLESALE growing of NURSERY STOCK for the retail NURSERYMAN.





SIZE			Height Caliper	JUMBO ¾ to 1	6-8' ⅝ to ¾	4-6 ½ to ⅝	3-4' ⅜ to ½	
Price.....				.55	.50	.45	.40	AMT.
CHERRIES ON MAHALEB								
Bing								
Lambert								
CHERRIES ON MAZZARD								
Bing								
Black Tartarian								
English Morello								
Lambert								
Montmorency								
Royal Anne								
QUINCE								
Orange								
Pineapple								
FIGS				¾ to 1 .45	⅝ to ¾ .40	½ to ⅝ .35		
Black Mission								
Brown Turkey								
Kadota								
White Adriatic								
POMEGRANATE					4-6 .40	3-4' .35	2-3 .30	
Wonderful								
PERSIMMONS				⅝ to ¾ 1.50	½ to ⅝ 1.25	⅜ to ½ 1.00	¼ to ⅜ .90	
Fuju								
Hachiya								
WALNUTS	10-12 2.10	8-10 1.80	6-8 1.50	4-6' 1.25	3-4' 1.00	2-3' .60		
Eureka								
Franquette								
Hartley Franquette								
Latin Franquette								
Mayette								
Payne								
Placentia Perfection								
Treat-Franquette								
Waterloo								
PECANS			6-8' 2.50					
Mahan								
SHADE TREES			10-12 1.75	8-10 1.50	6-8' 1.00	4-6' .85		
European Sycamore Platanus Orientalis								
Chinese Elm Ulmus parvifolia								
Catalpa speciosa Hardy Catalpa								
Fruitless Mulberry Morus Kingan Fruitless								
Lombardy Poplar Populus nigra italica								
Modesto Ash Fraxinus velutina glabra								
Silver Maple Acer dasycarpum								
White Birch Betula alba								
Texas Umbrella Melia umbraculiformis					6-8'	4-6'		

SIZE		Height	JUMBO	6-8'	4-6'	3-4'	AMT.
Price.....		Caliper	¾ to 1	⅝ to ¾	½ to ⅝	⅜ to ½	
			.55	.50	.45	.40	
FLOWERING PEACH							
Early D'ble Pink							
Early D'ble Red							
Late D'ble Pink							
Late D'ble Red							
Peppermint							
White Double							
ARMSTRONG PATENTED VARIETIES							
These varieties can be sold only under patent license.							
Please write us for license application when ordering.							
		Each	10-49	50-249	250 up		
⅝ to ¾ in. Caliper.....		\$1.50	\$1.35	\$1.20	\$1.00		
½ to ⅝ in. Caliper.....		1.25	1.10	.90	.80		
⅜ to ½ in. Caliper.....		1.10	1.00	.85	.75		
5' to ¾'							
¾ to 5'							
5' to ½'							
Mariposa Plum Pat. No. 111							
Golden Blush Peach No. 473							
Robin Peach Pat. No. 529							
Redwing Peach Pat. No. 621							
Curlew Peach Pat. No. 651							
GRAPE VINES							
Certified and Can Be Shipped Anywhere							
		Jumbo Grade	No. 1 Grade	QUANTITY			
		Units of 25	Units of 50				
		\$75 per 1000	\$45 per 1000				
Alicante Bouschet							
Black Hamburg							
Black Malvoise							
Black Monukka							
Black Muscat							
Carignane							
Emperor							
Grenache							
Ladyfinger							
Malaga							
Mission							
Muscat							
Olivette Blanche							
Palomino							
Red Malaga							
Ribier							
Rose of Peru							
Tokay							
Thompson Seedless							
Zinfandel							
PHYLOXERA—RESISTANT VINES							
In Units of 50							
		\$45.00 per 1000		AMOUNT			
Rupestris St. George							
Solonis x othello 1613							
GRAPE VINES—AMERICAN VARIETIES							
In Units of 25							
		12.50 per 100		AMOUNT			
Concord							
Delaware							
Niagria							
GRAPE VINES—THE NEW VARIETIES							
In Units of 10							
Cardinal—75c each							
Perlette—25c each							
Delight—25c each							

Seller exercises great care to have all nursery stock true to name and grade, but it is understood that should any stock prove otherwise, seller shall not be liable excepting for the return of the purchase price paid for such stock as proves untrue to name or grade.

Seller accepts all orders on condition that they shall be void, should injury befall seller's stock from fire, frost, floods, drouth, disease, or any cause whatsoever, whether such cause be ascertained or not.

CITRUS	Size Price.....	3/8" up 2.50	1/2 to 3/8 2.25	AMT.
Washington Navel				
Valencia				
Eureka Lemon				
M. Seedless Grapefruit				
	Size Price.....	1/2" up 2.50		
Ruby Blood Orange				
Pink Lemon				
Meyer Lemon				
Bearss Seedless Lime				
Sampson Tangelo				
		3/8" up 2.50		
Clementine (Algerian) Tangerine				
Dancy Tangerine				
Satsuma Tangerine				
Kara Mandarin				
Kinnow Mandarin				
Nagami Kumquat				
Calamondin				

## DEL RANCHO FORTUNA CITRUS

Free From Quick Decline

Grown North of Tehachapi Mountain Ranges. Our citrus, grown in the great San Joaquin Valley, under ideal conditions, is acclimated for Northern California conditions. We commend it to your attention.

Available from October 1st to May 31st. Whenever possible to assemble a truckload to your locality, Citrus will be delivered free.

### ARMSTRONG PATENTED CITRUS VARIETIES

	1-9	10-49	50-249	250 up
1/2" up	\$3.00	\$2.75	\$2.25	\$2.00
		1/2" up	AMOUNT	
Robertson Pat. No. 126				
Seedless Valencia Pat. No. 124				
Ruby Grapefruit Pat. No. 53				



FROM

**DEL RANCHO FORTUNA**

PHONE 81-W

P. O. Box 548 • McFarland, Calif.

Sec. 562, P. L. & R.

**1948-1949**

**WHOLESALE PRICE LIST**

**OF**

**FRUIT TREES — CITRUS TREES**

**SHADE TREES — GRAPE VINES**

**To**

CHEYENNE HORT FIELD STA  
BUR OF PLANT IND USDA  
CHEYENNE WYO



POSTMASTER: This is valuable printed material. If not delivered in 10 days return to Del Rancho Fortuna. Return postage guaranteed.